



**EMPOWER2011**



## **Sponsorship Opportunities and Benefits**

*October 18-20, 2011  
Westin Copley Place, Boston, MA*

## Partner Sponsorship Opportunities October 18-20 2011 Westin Copley Place Hotel Boston, Massachusetts

THE EMPTORIS EMPOWER 2011 USER CONFERENCE WILL BRING TOGETHER INDUSTRY LEADERS FROM AROUND THE GLOBE FOR TWO DAYS OF NETWORKING AND EDUCATION. THE CONFERENCE PROVIDES AN UNPRECEDENTED OPPORTUNITY FOR DELEGATES TO SHARE AND LEARN BEST PRACTICES AND INNOVATIVE STRATEGIES IN SPEND MANAGEMENT, SUPPLY MANAGEMENT AND ENTERPRISE CONTRACT MANAGEMENT. AS A SPONSORING PARTNER, YOU WILL HAVE ACCESS TO DECISION MAKERS AT GLOBAL 2000 COMPANIES ACROSS A SPECTRUM OF INDUSTRIES WHO TRUST EMPTORIS TO DELIVER THE INTELLIGENCE NEEDED TO MAKE VALUABLE DECISIONS WITHIN THEIR ORGANIZATIONS.

### Platinum Sponsorship (Maximum: 1 Partner)

- One keynote speaking opportunity during the general session
- Participation in the Executive Luncheon event with key customer executives, media & analysts
- Exclusive sponsorship of Customer Appreciation dinner & entertainment
- Videotaping opportunity for the Emptoris Real People. Real Results. or Meet the Experts video series
- Thought Leadership promotion opportunity in delegate pack
- Acknowledgement in general session, conference materials, and all marketing programs
- Inclusion in two e-mail promotions to conference attendees (pre and post event)
- Event website promotion
- Signage prominently displayed throughout the event
- Solutions Pavilion exhibit
- Five complimentary conference registrations

### Gold Sponsorship (Maximum: 3 Partners)

- Co-sponsorship of Welcome Reception
- Participation in 1 panel discussion (discussing best practices)
- Thought Leadership promotion opportunity in delegate pack
- Acknowledgement in general session, conference materials, and all marketing programs
- One e-mail promotion to conference attendees
- Event website promotion
- Signage prominently displayed throughout the event
- Solutions Pavilion exhibit
- Three complimentary conference registrations

### Silver Sponsorship

- Thought Leadership promotion opportunity in delegate pack
- Acknowledgement in general session, conference materials, and all marketing programs
- Event website promotion
- Signage prominently displayed throughout the event
- Solutions Pavilion exhibit
- Two complimentary conference registrations



## Participating Companies

Approximately **250 delegates** registered for Emptoris Empower 2010 including representatives from some of the following companies:

AB InBev	Kraft Foods
AK Steel	LDS Church
Alcatel-Lucent	LETNIS
Allianz	Magellan Health Services
American Family Insurance	Millennium Pharmaceuticals
Amerigroup	Nationwide Insurance
Anglo American	Novartis
Bell Canada	Nuance Communications
Best Buy	Oakleaf Waste Management
Blue Care Network of Michigan	Philip Morris International
Bouygues Construction	Qantas Airways
BP	Rent-A-Center
Cardinal Health	Roll International
CareFirst BlueCross BlueShield	Seagate Technology
Cargill	Sepracor
Centene Corporation	Shell International
CIGNA Corporation	SNC-Lavalin
Cisco	Southern Company
Constellation Brands	Sprint
Con-way	Stryker
Covenant Health/Cariten	Takeda Pharmaceuticals
Deloitte	The Williams Companies
Deutsche Telekom AG	Thomson Reuters
DHL	Time Warner
Duke University	TriWest Healthcare Alliance
Ericsson	U.S. Postal Service
Fidelity Investments	United Healthcare
GE Healthcare	Vanguard
Groupe Danone	WellCare Health Plans
Hatch	Wellmark BlueCross BlueShield
Heinz	Wells Fargo
Hewlett Packard	Western Union
Hoffmann-La Roche	Wolters Kluwer
Huawei Technologies	Xcel Energy
ImClone Systems	



Interested in Sponsoring  
**Emptoris Empower 2011?**

Contact Emptoris at  
[khaughton@emptoris.com](mailto:khaughton@emptoris.com)



**Emptoris, Inc.**

Corporate Headquarters - 200 Wheeler Road, Burlington, MA 01803  
tel 781-993-9212 • fax 781-993-9213